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AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLVIII No. 10

NOVEMBER 15, 1928

Per Copy 20c

PAINESVILLE NURSERIES

TREES

Plants

Seeds

-----FRUIT TREES

Small Fruits

DECIDUOUS TREES

EVERGREEN TREES

SHRUBS

Hardy Vines

ROSES

Best Field Grown

HARDY PERENNIALS

POT GROWN ANNUALS

BEDDING PLANTS

DECORATIVE PLANTS

BULBS

FULL LINE OF SEEDS



SINCE 1854

THE STORRS & HARRISON CO.

"Painesville Nurseries"

PAINESVILLE, Lake County, OHIO

39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.



New York State Grown FRUIT TREES

Specializing in Car Lots
of
APPLE - PEAR - PEACH

Special prices on
BARTLETT PEAR, BALDWIN APPLE,
ELBERTA PEACH

Also a Full Line of
**ORNAMENTAL TREES
SHRUBS AND ROSES**

American Arbor Vitae
Lombardy Poplars

W. & T. SMITH CO.

GENEVA, N. Y.

Organized in 1846

1,000 Acres in 1928

This Mark
On a Shipment
of
Nursery Stock
Insures
Its Quality



Learn to
Depend
Upon Us
for
Your Every
Nursery Need

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Do you know that there IS a difference in Nursery Stock? This is due, of course, to the way stock has been grown, handled, and graded. You must have equipment and experience to grow and grade good nursery stock, and our equipment and over Fifty Years of experience are at your service.

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Headquarters for Ornamentals, Fruit Trees, Perennials, Evergreens, and Fruit Tree and Rose Stocks, and—EVERYTHING.

"One of America's Foremost Nurseries"

Mount Arbor Nurseries

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Best Tree Digger on Earth



Write for Descriptive Circular and Prices

Stark Brothers

NURSERIES AND ORCHARDS COMPANY

Louisiana,

Missouri



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plus Service

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29-A Burling Slip
New York, N. Y.

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ESTABLISHED 1847

PEONIES

Red — White — Pink

Priced right for quantities.

Also box lots in assorted colors.

I. E. ILGENFRITZ' SONS CO.
Monroe, Michigan

Manufacturers of Ilgenfritz Planting Machines and Digging Plows

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American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Eleventh Annual Meeting
in Boston, Mass., July 16, 1929. H. L. Haupt, Hatboro, Pa.

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COMPLETE assortment of lining out
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Evergreen Specialists
Largest Growers in America
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Large Assortment
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ARBOR VITAE
NORWAY SPRUCE
SCOTCH PINE
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and other Evergreens, Shade Trees,
Shrubs, Ferns, and Perennials.

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You May Want Some
Norway, Sycamore and Silver
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Catesbaei and Willow Oaks.

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Our Trade List is ready.
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Growers of

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For

Lining Out

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STANDARD SORTS

Price List on Request—Established 1871
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Seedlings—Transplants—Cuttings
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Also Apple Trees, Shade Trees,
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Broad Leaf Evergreens
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AZALEAS (Evergreen and Deciduous.)

FLOWERING SHRUBS,
VINES and CLIMBERS

We produce the greatest variety of
Herbaceous Plants and Field Grown
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Rutherford, New Jersey

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Quality	Height	10	100	1000
twice trans. 2 to 3 ft.		\$12.00	\$110.00	\$1,000.00
twice trans. 18 to 24 in.		9.00	80.00	750.00
twice trans. 12 to 18 in.		7.50	70.00	650.00

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DORMANT STOCK

still on hand

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CULTRA BROS., Mgrs.

Onarga, Illinois

American Fruit Tree Seedlings that
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tained quality. Many large Nurserymen
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We offer for next winter's delivery:

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Pr. Myrobalan, Catalpa Speciosa,
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Large Stock Flowering Trees and Shrubs

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118 North Ophir St. Stockton, Calif.

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Chief Exponent
of the Nursery Trade

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FOR LINING OUT



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"WE GROW OUR OWN TREES."

CHESHIRE, CONNECTICUT

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 Shrubs Cannas 
Lining-out Evergreens

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"More than 25 years' experience"

Evergreen Transplants

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Amer. Arbor Vitae, 12-18 in. x . .	15.00	140.00
Canada Hemlock, 4-8 in. x . . .	8.00	70.00

These evergreens were transplanted
spring of 1927 and have nice bushy tops
and good roots.

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Box 58, Exeter, N. H.

DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; July 16, 1929, Boston, Mass.

Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

Arkansas Nurserymen's Ass'n.—J. E. Britt, Secy., Bentonville.

California Assn. of Nurserymen—Henry W. Kruckeberg, 340 S. San Pedro St., Los Angeles, Cal.; Sept. 26-28, 1929, Fresno, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Sec'y., Manchester, Jan. 1929, Hotel Bond, Hartford.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Fred Worsinger, Sec'y., Tacony, Pa.

Fruit and Flower Club of Western New York—J. C. Hoste, Newark, N. Y.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill., Jan. 16-18, 1929, Hotel Sherman, Chicago.

Iowa Nurserymen's Association—Harold J. Parnham, secy., Capitol City Nurs., Des Moines.

Kansas Nurserymen's Association—James N. Farley, Sec'y., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Sec'y., St. Matthews.

Massachusetts Nurserymen's Association—Whitthorpe H. Thurlow, secy., West Newbury.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association—M. B. Allen, Lilydale, sec'y.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Sec'y., Weymouth, Mass.

New Jersey Association of Nurserymen—John Marseille, secy., Wyckoff, N. J.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y., Jan. 9-10, 1929, Seneca Hotel, Rochester, N. Y.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Minneapolis, Minn.

Ohio Nurserymen's Association—Royce Pickett, secy., Clyde.

Oklahoma Nurserymen's Association—W. E. Rey, sec'y., Oklahoma City, Jan. 16, 1929, Huckins Hotel, Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Sec'y., Burton, Wash., July 1929, Walla Walla, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rocky Mountain Nurserymen's Assn.—Chas. C. Willmore, Secy., Box 382, Denver.

Rhode Island Nurserymen's Association—Daniel A. Clarke, Secy., Fiskeville.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

South Dakota State Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.

Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern California Nurserymen's Ass'n.—A. W. Jannoch, Pasadena, Cal.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 11-12, 1929, Birmingham, Ala.

South Texas Nurserymen's Ass'n.—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

Southwestern Nurserymen's Association—Thomas B. Foster, Sec'y., Denton, Tex., Sept. 4-5, 1929, Fort Worth, Tex.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Twin City Nurserymen's Association—H. G. Loftus, Sec'y., St. Paul, Minn.

Western Association of Nurserymen—George W. Holsinger, secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask.

Wisconsin Nurserymen's Association—W. G. McKay, Sec'y., Madison.

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We have over ten thousand (10,000) of this most worthwhile item and the price will be right.

Let us quote you Spectabilis and any other items that you need.

We have this year the heavy sizeable stock that you have always needed.

An especially fine lot of **EVERGREENS** in a full line, **root pruned, trimmed** and grown right.

Some **EXTRA FINE VINES** including 30,000 beautiful **BOSTON IVY**.

Plenty of healthy and heavy **SHRUBS** in a most complete assortment of varieties and sizes.

EXCELLENT SHADE TREES spaced so as to develop the kind of tops you desire—and some of the larger sizes that are hard to find.

As **PRETTY FRUIT TREES** as you want to see—including a real block of Pear.

THE COLE NURSERY CO.

"Everything That's Good and Hardy"

47 Years at

PAINESVILLE, OHIO

LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.,

DERRY, N. H.

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FOR TRADE
ADVERTISEMENTS

AMERICAN NURSERYMAN—Semi-Monthly

1st of Month Issue

First Forms: - 23rd each month

Last Forms: - 25th each month

15th of Month Issue

First Forms: - 8th each month

Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates

American Fruits Pub'g Co., P. O. Box 124, Rochester, N. Y.

To the Trade Only

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FRANQUETTE WALNUTS

This is the variety almost exclusively grown in the Pacific Northwest. It starts extremely late, thus escaping spring frosts. The nuts are large and bring top prices in the market.

Franquettes are usually grafted on California Black stocks, but we have this year again grafted a few thousand on the Eastern or American Black Walnut, which is hardier in cold sections, purposely for our Eastern trade.

Portland Wholesale

Nursery Company

East Washington at Sixth Street
PORTLAND OREGON

Largest and Best Supply of

GRAPE VINES

CURRANTS

GOOSEBERRIES

in all old and new varieties and grown in the famous Chautauqua-Erie Grape Belt.

Sixty years' experience in growing and furnishing strong, fibrous roots of well-known HUBBARD COMPANY grade.

Prompt shipment.

Attractive prices made on quantity lots.

T. S. Hubbard Co.

FREDONIA, N. Y.

Say you saw it in "American Nurseryman"

AMERICAN NURSERYMAN — November 15, 1928

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earliest operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 30c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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... The ...
Bridgeport Nursery

Established 1875

Carload lots for Fall 1928

CHERRY PEACH APPLE
CATALPA BUNGEI

one and two year heads

SHADE TREES

and a general line of
SHRUBS EVERGREENS
PERENNIALS ROSES ETC.

C. M. HOBBS & SONS

BRIDGEPORT, INDIANA

Largest Nursery in Indiana

Rose Bushes, Flowering Shrubs,
Evergreens and Ornamental Trees

MOVING FAST!

Place Your Order Now!

For Early Spring Shipment

WE HAVE
THE STOCK
THE PRICE
THE GRADE

WRITE FOR QUOTATIONS

C. R. Burr & Company, Inc.

MANCHESTER, CONNECTICUT

General Nurserymen

Evergreens....

*Good soil, a cold climate, great
 care in growing, careful dig-
 ging, and skillful packing make
 Sherman's Evergreens the best.*

*Evergreens of all sizes for all
 purposes.*

*Also a general line of nursery
 stock.*

Write for wholesale list.

The SHERMAN NURSERY Co.
 Department C, Charles City, Iowa

New FELINS Tying Machine

Bigger and Better Than Ever
TIES SMALL NURSERY STOCK,
PLANTS, CUT FLOWERS
Better and much quicker than by hand

SAVE
 TIME

—
 It
 Will
 Pay
 YOU
 to
 Have
 One



One
 Nursery
 has
 Thirteen
 of
 Our
 Machines
 —
 SAVE
 TWINE

Felins Tying Machine Co.

1194-96 Fourteenth St.

MILWAUKEE, WIS.

THIS SPACE

\$5.60 PER MONTH

Under Yearly Term—including publication

Twice a Month for the Single Rate

CHIEF EXPONENT OF THE NURSERY TRADE

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLVIII

ROCHESTER, N. Y., NOVEMBER 15, 1928

No. 10

Definite Worthwhile Tendencies Result

From Cooperative Advertising—Improved Trade Practices—Effective Individual Competitive Advertising—Aggressive Selling Methods Generally

Definitely worthwhile tendencies have resulted from cooperative advertising campaigns in the past.

Every Nurseryman interested in the Nursery Industry's approaching Billion Dollar Market Advertising Campaign, will want to know about them.

They are tabulated by the Periodical Publishers Association of America as:

1. Cooperative advertising has brought about improved practices within the industries employing it.
2. It has made individual competitive advertising more effective.
3. It has brought greater profits for all which has lead associations to increase their advertising appropriations from year to year.
4. It has broadened the field of cooperative advertisers to include not only those industries which faced serious problems but also those which employ cooperative campaigns as a means of aggressive selling.

In discussing the effect of cooperative advertising on practices within an industry, the periodical association reports:

"A considerable number of effects may be noted. It would be absurd to say that the remarkable results shown by such associations as the Save the Surface and You Save All campaign, the Society of American Florists, the Associated Tile Manufacturers, the Brick Associations and others which have shown such marked growth, are due solely to the external effect of the association advertising.

Industries Become Market-Minded

"In some cases the industry itself has become market-minded and has been made alive to the possibilities of creating business rather than merely swapping of customers.

"It has been noted in a large number of cases one of the requisites to successful advertising has been the standardization and grading of the product and the effecting of uniform and improved quality.

"Several associations have felt that a large part of their results have come from the fact that their advertising allows them to give service to the various elements in the industry and in the distribution system, thus making for improved conditions."

In discussing the effect of association advertising on the individual advertising of members, the association states:

"The effects in this regard seem to fall into two classifications. Where companies within the associations are large and financially strong, the advertising of individual firms is greatly stimulated. The

background created by the association advertising adds to the profitableness of their own activities.

Individual Advertising Benefits

"On the other hand, where individual companies are comparatively small and not strong enough individually to make an effective national effort, the tendency is toward pooling their resources. In cases where the national association is made up of a group of small members, each doing a local business, there is also a tendency to stimulate local group advertising."

Concerning the tendency toward a definite and adequate program over a period of years, the association says:

"It will be noted that an increasing number of associations which are starting to advertise are doing so on a larger scale with a definite commitment for continuation over a three to five year period.

Campaigns Better Planned

"Those associations which have been advertising for several years, for the most part, while still having their advertising subject to annual renewal, are building

their programs with the fixed idea of continuing indefinitely.

"This is only logical since the advertising of most of these associations is essentially education and any educative process must of necessity consume time."

In commenting on the fact that cooperative expenditures are increasing, it is said:

"It will be noted that several of the associations have materially increased their advertising appropriations after tasting the first results. It is noted, too, that the new associations have for the most part started cooperative campaigns with much larger appropriations than those used by the earlier associations when they began."

The broadening field of cooperative advertising is commented upon in this way:

"Earlier instances of cooperative advertising were represented by industries which faced serious problems or ruinous conditions. Some of the newer campaigns, however, are being conducted by prosperous and vigorous industries which have adopted cooperative advertising as a means of aggressive selling."

What Nurserymen Will Get in Advertising Campaign Advertising Expert Says No Other Campaign He Knows of Supplies So Many Worthwhile Helps

An advertising expert who recently examined the plans made for the Nurserymen's National Advertising Campaign says that no other campaign that he knows of supplies so many worthwhile helps to subscribers.

"The complete merchandising helps offered in the Nurserymen's campaign are unusual. The campaign should be a whale of a success," he predicted.

Here are the things which subscribing Nurserymen will get from the campaign:

1. **Magazine Advertising** in leading publications which will reach 50,000,000 readers every month in every city and hamlet in the country.
2. **Advertising Mat Service**, advertising already prepared for individual use, to tie up the subscriber's Nursery with the national advertising for the greatest profit.
3. **Selling Helps** which will enable every subscriber to get the maximum results from the advertising. This will include ideas and advice to be provided, free of charge, by C. E. Cary, director of the new Education Division of the American Association of Nurserymen.
4. **National Yard and Garden Contests** in localities all over the country to increase interest in gardening and boost Nursery sales.
5. **Publicity Service** which will include the placing of articles of the improvement of home grounds in national magazines and newspapers all over the country.
6. **Radio Talks** on the improvement of home grounds which will urge listeners to plant Nursery stock.
7. **Prepared Speeches** for the full use of subscribers to arouse greater local interest in planting. These speeches may be given before garden clubs, civic organizations, women's clubs, school organizations, etc. When desired, lantern slides to illustrate the speeches will be provided.
8. **Employee Bulletins** which will improve the selling methods of employees and increase their enthusiasm to get squarely behind the program to increase business.
9. **Campaign Insignia** to identify subscribers with the campaign. This insignia will be provided for use on letterheads, bills in catalogs, in individual advertisements and on signs.
10. **Educational Booklets** on how to plant, how to plan home grounds and the advantages of planting. These will be provided to subscribers for distribution to individual prospective customers.

Are You Going to Make a Nursery Speech?

You Can Have One Prepared To Your Order Gratis by the Educational Division of
A. A. N. Publicity Campaign Headquarters

IF YOU ARE A SUBSCRIBER TO THE PUBLICITY CAMPAIGN FUND

THE office of the new educational division of the American Association of Nurserymen has already started to function. Subscribers to the national advertising campaign are being urged to make use of it.

As announced before C. E. Cary, an expert in Nursery merchandising, is director of the office. It is located in Suite 431 of the Union Bank Building at Davenport, Ia., close to the national campaign headquarters in the same building.

Two weeks ago the office received its first request for a prepared speech. The speech was requested by a subscriber Nurseryman who is scheduled to make a talk before a large women's club in Chicago. A speech adaptable to the occasion has been prepared. As a part of its service the office will prepare for subscribers all types of talks on planting.

To More Than 3000 Nurserymen

Three weeks ago the office sent personal letters to more than 3,000 Nurserymen asking them for samples of their sales literature. This literature will form a large reference library to aid the office in helping Nurserymen. The letters also requested the Nurserymen to submit their problems for all types of assistance.

In response, scores of letters are being received every day. The letters request help on all types of problems from those on merchandising down through credit matters, cost accounting systems and research material, to planting troubles. Each letter is being answered thoroughly.

A vast amount of information relative to the Nursery industry is being accumulated at the office. Information already accumulated is now available.

All Types of Problems Studied

All types of problems are being studied at the office. The problems of individual sections of the country are being particularly studied. While Mr. Cary, the director, was in California last month to make an address before the annual meeting of the California Nurserymen's Association he gathered as much information on California problems as he was able.

Due to his wide experience in Nursery work, he was able to help a number of California Nurserymen with general problems while he visited them. One California Nurseryman has since written to the office that the assistance he secured from Mr. Cary during the latter's visit was worth the total amount he invested in the national advertising campaign.

An efficient cost accounting system to be adaptable to most Nurseries is now being prepared at the office. Advice of Nurserymen is being sought in its preparation. It will be described to all campaign subscribers within a short time.

In short, the office is equipping itself to be of every necessary kind of assistance to Nurserymen. It was created by the American Association of Nurserymen to help subscribers to the advertising campaign realize

National Home Planting Bureau

To Urge Newspaper and Periodical Readers To Plant and Show How

NATIONAL magazines, newspapers, and other types of publications will be provided with articles on planting as a part of the Nurserymen's approaching campaign to win a Billion Dollar Market, an announcement received from campaign headquarters says.

A national Home Planting Bureau, to be established in the campaign headquarters when the advertising begins, will prepare the articles and distribute them at regular intervals to the publications.

National authorities on planting will be secured to prepare some of the articles. The articles will both urge the readers to plant and tell them how to do it.

A regular series of articles on planting will be provided on press sheets to the newspapers.

Because of the natural instinct to plant, magazines and newspapers have already indicated that they will appreciate this material. Because it will be one of interest and value to their readers, no charge will be made for publishing it.

Radio Speeches Will Be Broadcast

Educating Millions To See the Great Value of Tree and Shrub Planting

THE radio will be used in the Nurserymen's advertising campaign to win a Billion Dollar Market, it has been announced at the campaign headquarters. Speeches, carrying the campaign's message, "It's Not A Home Until It's Planted," for reading "over the air," will be furnished to large broadcasting stations all over the country.

These speeches will be provided especially during the planting seasons and will not urge listeners to plant their grounds, but will tell them how to do it.

The publicity bureau to be established in the campaign headquarters as soon as the advertising gets under way, will prepare these speeches. It will also prepare speeches which will be provided to Nurserymen who are invited to talk before garden clubs and other similar organizations.

Prof. C. E. Cary, Director of the Educational Division of the American Association of Nurserymen, an accomplished speaker, will also give many original speeches over the radio and before as many organizations in important sectional centers, as possible.

What Lloyd Stark Said

If you were at the Denver convention, you remember that Lloyd Stark got up on the floor when the National Advertising Campaign was discussed and said that any Nurseryman can pay his subscription to the National Campaign out of the "brush pile." Mr. Stark's complete statement was as follows:

Mr. Stark: I would like to say this—We have been talking about National Advertising since 1915 and haven't done a thing, probably because some felt that the program would not benefit them. This proposition is not benefiting a certain class—it will help everyone. I think we are facing an emergency. A situation exists now, which has never existed before.

I haven't talked to Mr. Welch, but I have talked to other wholesalers and I think they realize that it would be a better thing for all of us if we can maintain a large market, to prevent cut-throat prices, or raise the price of whatever we have to sell. In other words, I think the wholesalers, or any one, in fact, who has a big nursery stock today can pay his subscription out of the brush pile."

These are strong words and represent the opinion of many Nurserymen all over the United States. In other words, we have the opportunity to win a "Billion Dollar Market" with funds which would otherwise be burnt up in the brush pile. Everyone in the Nursery industry will be asked to invest 1/2 of 1% of annual volume to keep the brush pile as small as possible during the next four years. This is fair, isn't it?

E. G. NAECKEL,
Campaign Manager.

P. S.—"Start the ball a-rolling as soon as possible," is what many Nurserymen say about the advertising.

HELP TO WIN A BILLION DOLLAR MARKET

the maximum business profits when the campaign gets under way.

Now that the office is in operation, campaign subscribers are urged to take advantage of its service.

G. A. Reuss, Milwaukee, Wis., is now vice-president of White Elm Nursery Co., Hartland, Wis.

Sherman, Tex., Oct. 23—We consider the Nursery business in this section to be hardly up to normal. The growing season has been very good and Nursery stock is plentiful. There seems to be no shortage in any line. Our section at this time is rather dry. The rain fall has been somewhat under the usual for the year.

TEXAS NURSERY CO.
C. C. Mayhew, President

Every Nurseryman Faced By a Serious Problem

Lack of Public Interest—Strenuous Competition For the Planter's Dollar—Hence Over-Production and Direct Loss—All Sections Alike

FARSEEING NURSERYMEN WELCOME THE CAMPAIGN "LIFE-SAVER"

THERE is an equal necessity for the Nurserymen's national advertising campaign all over the country.

The fact is borne out by reports coming from Nurserymen in all sections of the country that they are facing the same conditions.

Everywhere Nurserymen report they are faced by over-production, a lack of interest in planting on the part of the public, and strenuous competition from national advertisers who are demanding all of the public's extra dollars.

The reports show that these conditions are equally dangerous in each section. The nation-wide survey of the industry recently completed for the American Association of Nurserymen shows the same facts.

Discussion at sectional meetings indicate that Nurserymen all over are awakening to the fact that something must be done immediately to:

1. Create a greater demand for Nursery products so the over-production evil will not continue.
2. Educate and stimulate the public to do more planting.
3. Meet the competition of national advertisers (like the automobile, radio and other concerns) for the set amount of money the public has to spend.

MANAGER E. G. NAECKEL

Now in the Field



Of L. W. RAMSEY & CO., Davenport, Ia. Recording Campaign Subscriptions as State After State Goes Over the Top, Exceeding Quotas. Now in New York City

The national advertising campaign has been prepared to do just these things and Nurserymen with foresight are looking toward the campaign as a "life-saver."

And, since conditions which need correction are equally serious in all sections, the campaign can economically be made a cooperative one whereby all Nurserymen, no matter as to their location, can unite to put over an effective drive and derive profits proportionate to their investment.

If the dangerous business conditions did not face Nurserymen everywhere, a national campaign would not be needed—a campaign would be needed only in the particular sections threatened. Since the conditions are general, a national campaign is necessary.

United behind the national campaign, Nurserymen everywhere are going to make a strenuous bid for greater business. Such a bid, its full effect, would be impossible without the joint action of every Nurseryman. Together they are going to create a demand for Nursery products from which they will all benefit.

The effects of the campaign will be felt everywhere from the Atlantic seaboard to the Pacific coast and all foreboding conditions existing now within that territory should be wiped out.

In Western New York

As announced in the *American Nurseryman* in the last issue the campaign for the Nurserymen's National Advertising Fund has been started in the Eastern states.

Results of the preliminary campaign in the West and Southwest and the complete round-up of the Nurseries in the State of Illinois netted subscriptions of \$250,000.

Campaign headquarters for the Western New York territory were opened at the Seneca Hotel, Rochester, N. Y., Nov. 12. A full force of salesmen under the direction of Campaign Manager E. G. Naeckel at once began operations. Personal presentation of the outstanding features of the campaign has been found very effective in confirming the highly favorable impression of the movement gained from advance announcements. Details are discussed and questions as to procedure answered fully; so that Nurserymen, in entering actively into cooperation with the workers, can act without loss of time; thus speeding the plan for commencing actual campaign publicity through the national periodicals of the spring issues, forms for some of which are soon to close or have already closed.

Headquarters will be opened in other eastern points in rapid succession.

President Ramsey of the Ramsey Co., President Flemer of the A. A. N. and Paul C. Stark of the committee were in Rochester this month.

Gurney Seed & Nursery Co., Yankton, S. D., report: "Conditions in South Dakota are rather spotted. In the parts of the state where crops have been good, sales have been very heavy but on account of drought spots, we do not look for much of an increase in sales the coming season."

A Typical Appreciation by a Trade Leader Of Just What the Nurserymen's Publicity Campaign Will Produce in Direct Results—Many Sales Problems

The following letter to A. A. N. National Campaign Headquarters is typical of the high degree of appreciation with which the solid, representative Nursery trade concerns view the progress of the Nurserymen's Publicity Campaign:

We feel that the National Campaign will be most beneficial in helping the many sales problems and will change the attitude of some people who have little appreciation for the value and need of Nursery stock on their new property. As a concrete example—some days ago a gentleman was interviewed who was building a home that is costing him twenty-five to thirty thousand dollars. In his business he has a large investment involving much machinery which he keeps in the best condition, but when approached about plants for his new home, indicated that he had bought a few dollars' worth of plants from a salesman and firm that he did not re-

call the name of. He supposed they would be delivered some day this fall or next spring and did not know that he needed much more material than had been included in this purchase.

This man was machinery-trained, wanting the best that could be had in that line, but was not plant-trained; and the purchase of a few dollars worth of plants did not register sufficiently deep with him even to leave an impression of the salesman's name or the firm he represented.

We are very sanguine about the possibilities of the National Campaign and hope it will do much to create a better plant appreciation on the part of many new home owners who are potential prospects for Nursery products.

THE WM. H. MOON COMPANY
Henry T. Moon

Morrisville, Pa.
Nov. 7, 1928

Suggestion To Propagators

True Plant Bureau Proposed by G. G. Nearing, Arden, Ill., Nurseries

G. G. Nearing, Arden Nurseries, Arden, Del., says:

I want to make a suggestion to propagating Nurserymen. In view of the large amount of plant material sold in good faith but not true to name, wouldn't it be a good idea to found a True Plant Bureau?

Such an institution could propagate all standard varieties in many lines of stock, and sell one to five or ten to any propagator who wanted to check up on his varieties.

The price could be made high enough to meet the expenses of the institution.

By cooperating with the United States Department of Agriculture, the State Agricultural Departments and Colleges, it could build up a stock of varieties and of knowledge which would prove of great value to the Nursery trade.

In cases where there is an honest difference of opinion, it could act as a court of last resort, and arbitrarily attach a name to a disputed variety.

Perhaps there is an institution already in existence which could take over this work. Why not start it?

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE
AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

Published Semi-Monthly by
AMERICAN FRUITS PUBLISHING CO., INC.
39 State Street, Lockport, N. Y.

RALPH T. OLCOTT, Pres. and Treas.
Phones:—Main 5728, Glenwood 760
Chief International Publication of the Kind

SUBSCRIPTION RATES

One Year, in advance	- - -	\$2.50
To Foreign Countries and Canada	- - -	3.00
Single Copies	- - -	.20

ADVERTISING RATE, Per Inch - \$2.80
Advertisements should reach this office by the 5th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., NOVEMBER 15, 1928

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalism."—John Watson.

IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

The Mirror of the Trade

The Whole Trade Aroused By Campaign Fervor State After State Going Over Its Quota In Enthusiastic Signing for Fund Subscriptions—Business Conditions Urging Speedy Action

Chairman E. C. Hilborn of the distribution committee of the American Association of Nurserymen and President William Flemer, Jr., of the association were in Rochester, N. Y., a few days ago in connection with Campaign work in the East and while there accepted an invitation from the Nursery concerns in Newark, N. Y., to go there and give further information, especially for the benefit of a number of the Nurserymen who had only recently studied the subject closely, had become especially interested and desired to give definite support to the project.

The Newark conference was enthusiastic and in a surprisingly short time the full quota of this important Nursery center was signed up for the Campaign.

Other prominent Nursery concerns in the Western New York territory are giving the Campaign features special consideration and are planning to join actively in its support.

A feature of the Campaign for a Wider Nursery Stock Outlet which is of unusual interest is the widespread and hearty support extended this month by the Nurserymen of the middle states. The State of Ohio, for instance has come across to the extent of 135% of its minimum quota! This is a big boost in a practical way, by reason of the significance of the many large concerns in the trade in that great Nursery center.

Kentucky, too, has come to the front nobly with prompt Campaign subscriptions.

As announced in the last issue of the American Nurseryman, Illinois was the first state to be thoroughly canvassed. Its names on the Honor Roll were published in these columns. Since then Iowa, Minnesota, Wisconsin—as well as Ohio and Kentucky have gone over their quota; Colorado and Utah too.

Headquarters for Campaign work have now been opened in New York City for covering outlying territory: Similar headquarters will be opened in Boston and Philadelphia. From all these centers have come enthusiastic assurances of hearty support.

These practical examples of the earnestness with which Nursery concerns are entering into the drive to produce vastly more business and almost immediate results show the marked success that is assured by the deliberate determination on all sides to remedy conditions resulting from overproduction and to get the Nursery trade's share of the public's attention throughout the country.

Utmost confidence is placed in the management of the campaign from the ground up; special praise being heard on all sides of the remarkably effective manner in which the project has been designed, projected and carried speedily forward, backed by the wisdom, consultation and personal and collective, night and day, to round up the many details as well as the big broad project and get matters into shape to start the actual work of the campaign in time to reap results during the forthcoming spring planting season—which is only a few months ahead.

The ablest minds in the American Nursery Industry are centered on the project in hand. Millions of dollars worth of Nursery stock is awaiting disposal and much of it must be a loss if a market for it is not created—a market far beyond that which exists today.

Nurserymen are realizing, as never before, that it is only by cooperative action that they can hope to make the advance that those in other industries have done—and in just this way.

In Dansville, N. Y. Territory

Fall shipments of Nursery stock from Dansville, N. Y., are practically over. It has been an active season. Long has the Nursery business been foremost in the Dansville section. Not only, says an exchange, has it found as many as 50 firms engaged in its activities, but thousands of men and boys have obtained employment at one time or another. Hundreds of men and boys obtain steady employment each year. In recent years, the number of firms has diminished, but the large number remaining is well established and well known.

Dansville is considered to be one of the best Nursery centers in the United States. It is one of the industries which has helped to make the Genesee Country famous. It is not definitely known who established the first Nursery here, but the late D. M. Pierson is generally credited with having been the pioneer in the industry as he was actively engaged in the business here in 1851. Other men seeing the possibilities of Dansville as a Nursery center entered the business.

When the business was established, it was generally believed that flatland was essential to the growth of trees. In recent years, it has been found that hilly territory in this section is adapted for the growth of trees and there has been a general trend from the flats to the hills. Sixty years ago, the east side of Dansville from Main Street to Health Street and particularly that section extending from Seward to Perine Streets was heavily populated with fruit trees. With the expansion of the village, the Nurseries have been gradually pushed further away. In the early days of the Nursery business there 25 to 75 cents a day was considered good wages. The weekly pay check now provides for \$4 and \$5 a day and compares favorably with wages in other industries. At one time after the war, Nurserymen received \$6 a day.

A PRODUCT WITH MORE MERIT

The Nursery industry's product has more merit than many which have been sold on a large scale to the public through advertising. By cooperation Nurserymen of the country are now arranging to remind the public of its need for Nursery products.

The publisher's preface to a book soon to be issued by Peter Swenson, Siloam Springs, Ark., well known Nurseryman, says:

"The story of the life of Peter Swenson is one to arrest the attention of the most worldly skeptic. For more than fourscore years his life has been filled with experiences few have the privilege to enjoy. These experiences, analyzed by a sound judgment, and wide reading, which his writings testify, make his observations on life and his plans for the future of the utmost importance to those who see more than today, who wish to work while in the world, and to leave it with the feeling there is actually progress. In this book the author contributes the fruits of his experiences, and of his study to the advancement of the world tomorrow as well as today."

The Nursery Trade Red Book Is Now In Hand

Whole Plan of the Nation-Wide Movement To Double the Nurserymen's Business Is Circulated Throughout the Industry

A MONUMENT TO THE FARSEEING LEADERS OF THE TRADE

The Red Book of the Nurserymen's National Publicity Campaign to Create a Wider Market for the Nurserymen's Products has been issued. In it is the Whole Story of the romantic possibilities of the Business of Beautifying America.

Hundreds of the leaders in the Nursery trade sat spell bound for hours at conventions of the trade in Chicago and Denver a few months ago, as this story was unfolded. Indorsement of the Survey and Campaign was instantaneous and requests were anxiously made for printed copies of the Big Plan so that it might be read and re-read at leisure. Such copies were promised—and here they are, being delivered to Nursery concerns throughout the country. These are the personal copies of the persons to whom they are addressed, to be kept by them only.

"A Campaign for the Entire Industry—Sponsored by the American Association of Nurserymen" is the slogan on the first page of this 11 x 14 brochure, strikingly illustrat-

ed with charts in color. And that slogan is the basis of all that follows in detail throughout this remarkably interesting artistic and effective presentation of a fascinating subject for any far-seeing person and especially for every Nurseryman.

Read it through, from beginning to end, and experience again the thrill of ACTION which you experienced on that memorable day in Chicago in January last and again in Denver in June when the plan for Big Business was unfolded to the Nursery trade.

"What others have done the Nursery Industry can do!"

Note the pencil layouts of typical magazine advertisements through which the public is to be educated to the effective use of Nursery stock—education which must result in action on the part of the home owner when spring time impels him to regard the admonition:

CONSULT YOUR NURSERYMAN

The center spread of the Red Book is

a striking presentation of the power of Publicity which is to be invoked to carry the importance of the effective use of Nursery stock to every home owner—the Publicity Bureau to function 365 days a year.

The Men Behind the Drive—The Teach the Millions Committee, as listed on pages 18 and 19 of the Red Book is an imposing array of the bone and sinew of the trade. Such an array of supporters and workers in the campaign should answer in itself every question that could be raised and instill utmost confidence in entire success of the plan. Fifteen columns of names in small type!

The signatures of the Executive Board, Advertising Committee and Market Development Committee which vouch for the clean-cut business methods employed in all the Campaign details are appended to the Red Book presentation.

All the Cards Are on the Table Face Up

New Government Official

Dr. Eugene C. Auchter of the University of Maryland has been appointed Principal Horticulturist in the United States Department of Agriculture to take charge of the newly created office of Horticultural Crops and Diseases. Dr. W. A. Taylor, chief of the Bureau of Plant Industry has announced. He took up his new duties November 16.

Doctor Auchter was born and raised on a large fruit, vegetable and flower farm in Western New York, and is a practical horticulturist, having owned and operated an extensive orchard for a number of years until two years ago. For the last 10 years he has been connected with the University of Maryland as head of the Department of Horticulture and in charge of teaching, research, and extension in horticultural work for the state. He is a graduate of Cornell University, having received the degree of B. S. in horticulture there in 1912, his M. S. degree in 1918, and the Ph. D. degree in 1923. He is also author of technical papers on phases of horticulture, and jointly with Director H. B. Knapp, is author of "Orchard and Small Fruit Culture."

As principal horticulturist in the Bureau of Plant Industry, Dr. Auchter will assume general supervision not only of the vegetable gardening, pomological, and related lines of the present Office of Horticulture, but also of the physiological project of the Office of Plant Geography and Physiology, as well as the work of the Pathological Laboratory and of the Office of Vegetable and Forage Diseases, and the entire Office of Fruit Diseases and the Office of Crop Physiology and Breeding.

Grouping these related offices under one head, it is believed, will facilitate the co-operative research upon the many complicated problems of horticulture, not only among the specialists of the new organization but also with the specialists of the state agricultural experiment stations and of the horticultural industries. The total budget for the new organization is approximately one million dollars annually.

Young's Aurora Nurseries—At a meeting of the majority of creditors of these Nurseries in Aurora, Ill., the following committee was appointed to proceed toward liquidation and settlement of all claims: Walter W. Givler, chairman, cashier of the First National bank, Naperville, Ill.; W. H. McCullough of Finch-McCullough, printers, Aurora, and W. R. Culver, of Culver & Fuller, public accountants, Aurora.

KEEP THIS IN MIND
A nation-wide survey indicates that
Homes of America are only 22%
planted.
Front yards of homes are only 30%
planted.
Rear yards of homes are only 63/5%
planted.



DR. EUGENE C. AUCHTER
Principal Horticulturist, U. S. D. A.

Nursery Changes—Iowa Nursery & Landscape Co., Le Mars, Ia., has moved from its quarters with the Gateway Nursery Co. to new display and sales grounds north of McDuffie Park, Le Mars.—The Edward H. Rust Nurseries, Pasadena, Cal., are in a new location at Glenarm Street and Euclid Avenue.—A new display ground for Nursery stock has been opened in Marion, N. C., by Blue Ridge Nursery & Bulb Farm, Sevier, N. C.

Secretary Sizemore Recovering—Secretary Charles Sizemore of the American Association of Nurserymen, Louisiana, Mo., is recovering from a serious operation to relieve intestinal trouble. Many inquiries as to his condition have been received.

National Horticultural Council

Organization of the National Horticultural Council, incorporated recently under the laws of Illinois, was completed this month at the Hotel Sherman, Chicago. The fifteen directors representing fruit and vegetable growers of all sections of the country, adopted by-laws, elected officers and an executive committee and decided on plans and policies for the immediate future.

The organization has been in development since last spring and will concern itself with the economic problems that effect the 500,000 fruit and vegetable producers of the country. Adequate protection of these industries against competition of foreign horticultural products, produced by poorly paid labor living under low standards, is named as one objective. Education of the public as to the superior value of pure fruit products and protection of the people against the huge quantities of imitation substitutes now offered them, is given as another. The objects are broad enough to permit activity on any economic problem which may face these industries.

The officers and directors are: John Napier Dyer, Vincennes, Ind., president; F. L. Granger, Benton Harbor, Mich., 1st vice-president; Frank T. Sweet, San Francisco, Calif., 2nd vice-president; C. E. Durst, Chicago, Ill., executive secretary and treasurer; V. H. Davis, Port Clinton, Ohio; M. C. Burritt, Hilton, N. Y.; W. C. Reed, Vincennes, Ind.; Wilson Rood, Westfield, N. Y.; A. B. Leeper, Centralia, Ill.; Charles Carmichael, Monett, Mo.; Ben E. Niles, Henderson, Ky.; E. L. Balch, Malaga, Wash.; Louis F. Miller, Toledo, Ohio; Warren E. Beebe, Bonaparte, Iowa; Senator H. M. Dunlap, Savoy, Ill.

The following executive committee was chosen: John Napier Dyer, M. C. Burritt, F. L. Granger, Chas. Carmichael, and Louis F. Miller. Executive offices have been engaged in the Transportation Bldg., at 608 S. Dearborn St., Chicago, Ill.

Sales Managers Convention—Traveling representatives of Chase Brothers Co., Rochester, N. Y., met recently at the home office in convention. The meeting was under the direction of L. H. Sweet. A banquet featured views of orchards of Chase Brothers trees.

"Concentrate on Sales and Not Production"

—Wm. Flemer Jr., President A. A. N.

Storage Facilities Still Nursery Problem

Chairman F. A. Wiggins of A. A. N. Storage Committee Makes Another Report Outlining Existing Practice—Methods In Various Sections

SUGGESTION FOR STUDY BY UNITED STATES GOVERNMENT

As announced by the chairman of the committee on Nursery storage, of the American Association of Nurserymen, F. A. Wiggins, Washington Nursery Co., in his report to the association at its last convention, the Nurserymen would like to have the U. S. Department of Agriculture experiment on the subject of storage facilities for Nursery stock. Lack of funds has thus far prevented action in the matter.

Chairman Wiggins has made several reports on the subject at recent conventions of Nurserymen. He has visited the establishments in the trade in various parts of the country and has made notes on the outstanding points in his observations. Still he is not prepared fully to recommend in detail what may be considered the best all-around method.

Washington Nursery Co. Method

Of his own company's facilities he says:

"Our storage building is built of wood with 6-inch insulated walls, the insulating material being shavings. Roof is of same material and then covered with heavy roofing paper. The temperature during the winter usually drops as low as 20 degrees below zero, and we find that whenever the temperature goes much below zero it is necessary to light fires in various parts of the building to keep the temperature above the freezing point.

"Our spring shipping starts about March 1; by that time the frost is all out of the ground and planting is under way. However, we find that sweet cherries, peaches and roses will start some growth about the first part of February and, inasmuch as our shipping season last spring held on until May, because we do much business in Montana, northern Idaho and northern Washington, where they must have their shipments late, it is a problem to keep the aforementioned items dormant enough for shipment at such a late date.

"Last spring we put some trees in cold storage in a nearby cold storage establishment, mostly Bartlett pear trees and some peach trees. The temperature was held at about 35 degrees and the trees were in a dormant condition when they were placed in storage May 10. We took them out of storage June 11, put them in our storage warehouse here and did not get to plant them until June 14. We tried only a few trees as a test, because of limited space. We planted twenty-six of these trees June 14 and, on checking up July 16, found that twenty-three of these made a fine, thrifty growth.

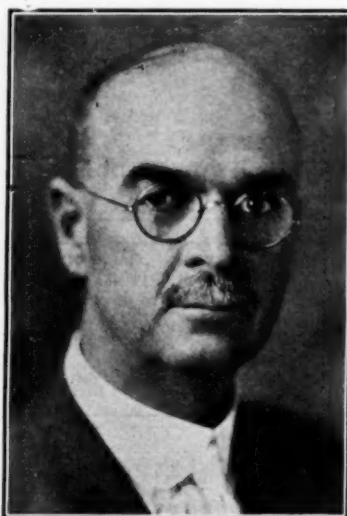
"We are satisfied from this and other observations that if varieties that start early in the season, such as sweet cherries, peaches and roses, could be held at a uniform temperature of between 34 and 38 degrees, the planting season could be prolonged materially in the spring and, no doubt, the stock would come along nicely when set out in midsummer, even though the weather be exceedingly hot, providing,

of course, that sufficient moisture is available."

Storrs & Harrison Co. Method

We have been handling stock in cellar storage for more than sixty years and know if the stock had not carried in good condition, so as to produce good results when planted, that we would have had to change our methods years ago.

"In cording up trees in our cellars we use nothing but new shingle tow, as we are afraid that if we use the same material the second year it will produce fungus. We



F. A. WIGGINS, Toppenish, Wash.
Chairman A. A. N. Committee on Storage Investigations

have portholes on the side of our cellars, which are opened at intervals during the winter months to change the atmosphere and keep off mildew that might form on the broken roots and to take out dampness which forms on ceilings, which will in time, of course, cause decay. There are certain lines of stock which we heel in and others which are packed away in exceedingly dry sand.

"Stock which is carried late in the season, say in May, is more apt to give poor results, as during the spring rush the doors are open more or less, permitting them to dry out. We have found, from experience in past years, that stock planted early is seldom injured from cellar storage. We usually pack the stock in double decks, putting the small varieties in the upper deck in order to save room."

Niles Nursery Co. Method

"We grow most of our stock in the field and a small quantity in containers. All of our field-grown stock, as soon as dug and balled, is sent to the lath houses, where the balls are placed in shavings under the lath for two to six weeks. The plants will remain there and keep in good condition from six to eight months. We are then in position to ship during all kinds of weather, when we cannot get in the field to dig, and after a plant has been thoroughly established

in this manner it seldom dies back. If it happens to die back we are in a position to notice it before sending it out."

Jackson & Perkins Co. Method

"We carry great quantities of stock in storage and, for the last three years, we have been attempting to find some scientific reason as to the basic requirements in storage and the controlling element which it will be necessary to manipulate before securing perfect storage.

"We have not advanced far enough in our own experimenting to be able to disseminate any information, because we have not collected it sufficiently to have any definite ideas. However, we do know that we had much better delivery of our stock last spring than ever before, and we feel that we are on the track towards solving the problem.

"For the past year we have been taking accurate moisture and temperature readings in our various storage places and we hope that this knowledge will lead us to something definite as to conditions necessary. We have one battery of five buildings, sixty to eighty feet wide and 180 feet long, besides two smaller buildings, all of which are packed to the roof during the winter. With few exceptions, our stock came through in most excellent condition this year and those few exceptions were due principally to improper ripening before being dug and put into storage."

Effective Ventilating System

"We believe that we are the first or among the first to put in a ventilating system," says W. B. Cole, Painesville, O. "This consists of a large blower run by an electrically operated motor that conveys outside air through 8-inch galvanized pipes to every part of the cellar. There are several outlets through stacks in the roof through which the dead air can be forced out. The capacity of the blower is sufficient to change the air in the cellar completely in three hours' time.

"We are well satisfied with this ventilating system and we are sure that it has greatly reduced the damage from fungus on stock in storage. We are able to cool the place by operating the fan during cold weather or cool nights, keeping the stock in much better condition and dormant for a longer period. We regret that we are unable to furnish any photographs which would show our ventilating apparatus, but we should be glad to answer any inquiries."

American Roses in Europe—At the annual meeting of the American Rose Society a few weeks ago E. G. Hill, who was referred to by the chairman as one who had formerly been accustomed to visit the rose centers of Europe almost every year, and had been for America perhaps its most eminent horticultural ambassador, commented as follows. "Americans should not be discouraged in comparing the greater advance made by European growers, because progress in this country is being made in very notable fashion, and the roses originated in this country are also being taken up and handled in Europe most extensively."

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Lining Out Stock OF *The Better Kind*

Our late Fall list just mailed.
If you haven't received your
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C. E. Wilson & Co., Inc.
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HARDY SHRUBS
AMUR RIVER NORTH PRIVET
CALIFORNIA PRIVET
FOREST & SHADE TREES
BARBERRY
COMPLETE LINE

Lining Out and Larger Sizes
Send Your Want List for Quotations
Write for Trade List Let's Do Business

Forest Nursery Co., Inc.
MCMINNVILLE, TENNESSEE

American Linden Seedlings
Villosa Lilac Seedlings
Evergreen Seedlings and
Transplants

Cut Leaf Birch White Birch
Latham Raspberry Plants

J. V. Bailey Nurseries
Daytons Bluff Sta. St. Paul, Minn.

"Everything Worth Planting"

Write for our 1928 Short Guide & Price List
KELSEY NURSERY SERVICE
50 Church Street New York City
Established 1878

TREE SEEDS

Send for catalog listing Tree, Shrub,
Perennial and Evergreen Seed. Collected
from all parts of the world.

CONYERS B. FLEU, JR.
6626 Ross St., Germantown, Philadelphia

FOR SALE

100,000 Early King of the Market Red
Raspberry sucker plants.
30,000 Cumberland Black Raspberry
plants, mosaic free, \$10 per M at farm.

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Before Placing Your Order

Give us the opportunity to quote you on your wants. Stock offered
is of our own growing. It will be handled properly, graded carefully,
and priced right. We think we can save you money and are sure you
will be well pleased with the quality of our stock.

WE WILL HAVE FOR FALL

APPLE SEEDLING

from American, French and German Seed

PEAR SEEDLING

Japan, Ussuriensis, and German Wild Pear

FOREST TREE SEEDLING

FRUIT TREES

Apple, Cherry, Peach, Pear, and Plum

SHADE and ORNAMENTAL TREES

AMOR RIVER PRIVET, SPIREA VANHOUTTE,
HYDRANGEA PANICULATA

J. H. SKINNER & Co.

TOPEKA, KANSAS

PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

BROADLEAVED EVERGREENS
FLOWERING SHRUB
HARDY PERENNIALS

CONIFERS
ROCK PLANTS
HARDY VINES

Ask for New Price List Just Off the Press

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Office: 341 E. 72d Street S.

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THE F. E. SCHIFFERLI & SON NURSERIES

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Established 1890

We offer for Fall and Spring a very large and complete assortment of
FREDONIA GROWN GRAPE VINES, CURRANTS, GOOSEBERRIES

Everything we offer is of our own growing and will be graded up to our usual
high standard that we originated and adopted many years ago and has made many
everlasting customers, and our business a success.

We invite your inquiries.

JACKSON & PERKINS COMPANY

NEWARK (WAYNE COUNTY) NEW YORK STATE

Sole American Agents for the well known Charles Detriche Nurseries of
Angers, France, growers of fine fruit tree and rose stocks, and everything
for Nursery planting.

American Bulb Company

Importers and Growers of
Dutch Bulbs, Cannas, Tuberosea, Gladioli,
Hardy Lillies, Manetti, Lily of Valley,
Sphagnum Moss.
Send For Free Catalogue.
6 Murray St., 182 N. Wabash Ave.,
New York City Chicago, Ill.

SPECIALTIES—Small Fruit Plants

Grape Vines, Currant, Gooseberry, Red
and Black Raspberry suckers and Trans.
Strawberry, Rhubarb, Asparagus.

L. J. Rambo's Wholesale Nursery
Bridgman, Michigan

Hill's Evergreen Plate Book

50 four-color process prints from photographs,
40 Evergreen pictures, 10 Shrub pictures. Size
5 1/4 x 9 in. Loose leaf. Cloth binding, \$3.75.
Leather, \$4.50. Post-paid. Great help in selling. Order
for your collection. Money refunded if not satisfied.

D. Hill Nursery Co.
Evergreen Specialists - Largest Growers in America
Box 202 DUNDEE, ILL.

SEMESAN

Makes Seeds Healthy
WILMINGTON, DEL.

Dyestuffs Dept.



NURSERY TOOLS

Leonard Full-strapped Spades
Lead in Every Nursery Section.
Write for 64-page Wholesale Catalog
illustrating over 300 Hand Tools.

A. M. LEONARD & SON
PIQUA, OHIO

PIN OAK SEEDLINGS

I am now ready to quote prices on Pin
Oak Seedlings in the following sizes:
6-9", 9-12", 12-18" and 18-24".

ARTHUR L. NORTON
Nurseryman Clarksville, Mo.

Freak Rose Bushes from Foreign Lands

Are Out of Place in the Country Landscape, Says J. P. Porter of New York State College of Agriculture

THEY ARE SPECIMENS FOR THE BOTANICAL GARDEN

Freak bushes from foreign lands are out of place in the country landscape, says J. P. Porter of the New York State College of Agriculture. They are specimens for the botanical garden, not foliage for the country-side, continues this authority on flower-growing and landscape decoration. Plant farm door-yards, school grounds, and grange premises with native shrubs instead of fancy imported plants that do not harmonize with their surroundings, he advises.

Hundreds of thousands of dollars are spent annually in New York State for imported bushes when just as artistic and attractive effects could be produced with home-grown shrubs. This needless waste of money has assumed such importance that special attention will be given to door-yard planting in the practical winter short courses which will be given at the college of agriculture this winter, beginning November 7.

Among the shrubs and trees that are suitable for planting in farm door-yards and around rural churches, schools and grange halls are pussy willow, witch hazel, dogwood, nannyberry, sweet fern, highbush, cranberry, hardhack, meadowsweet, bayberry, mountain laurel, wild azalea, hawthorn, elderberry, and arrowwood snowball.

These are hardy, easy to grow, and, if

planted with proper arrangement, will give most attractive and satisfactory results.

Replying To Purchaser's Complaint

In response to a complaint by a purchaser regarding rose plants a prominent Nursery concern replies:

"We are enclosing copies of your two orders according to your request. The unhealthy foliage to which you refer was, undoubtedly, caused by black rot, a disease, the spores of which are wind borne and likely to attack any rose anywhere. To keep roses free from this trouble, they should

be dusted throughout the season with Star Dust, that is from the time the leaves break out in the spring until they drop in the fall, at intervals of ten days or two weeks. If roses are not protected against black spot, they will not produce satisfactory blooms. We do not guarantee our plants against attack from disease."

A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view—H. Dumont, Chicago, Ill., in Printer's Ink.

CUTHBERT Red Raspberry Plants

Disease free, twice inspected sucker plants, well rooted, with the T root on, grown in sand land.

B. & H. NURSERIES
ONEKAMA, MICH.

TO LEASE

Highly desirable ground floor space 5500 square feet in New York's Cortlandt St. seed and nursery district. Will subdivide. Attractive figure and terms.

M. Koppel Real Estate Co.
505 Fifth Avenue
NEW YORK CITY

TREES—B&B

We specialize in Coniferous and Broad Leaf Evergreens Balled and Burlapped (B&B) on our Griffing's Balling Soil and we especially solicit car-load orders, where we have low freight rates, to all points in the Southwest.

LANDSCAPE MATERIAL.
Write for catalog, freight rates and other particulars. Come and inspect our Nurseries, before purchasing elsewhere.

GRIFFING NURSERIES Beaumont, Tex.



ORNAMENTALS

This photo shows a block of
DEUTZIA GRACILIS
and
LEMOINE

taken last summer.

We have quantities of Shade Trees, Shrubs and Evergreens in good assortment.

Write or call and see us about your requirements

PRINCETON NURSERIES
Princeton New Jersey

WM. FLEMER'S SONS, INC.

DIGITALIS White, Purple, Rose, Yellow

Write for list of PERENNIALS, GRAPE VINES, BERRY PLANTS, Etc.

JOHN H. TSCHETTER
SPENCERPORT, N. Y.

WATERPROOF PAPER LABELS Red or White, Plain or Printed

Sample Free

OHIO NURSERY CO.
Elyria, Ohio

THIS SPACE

\$2.50 Per Month Under Yearly Term Contract

58 Cents Per Week

Less Than Yearly: \$2.80 Per Month

Ampelopsis Veitchi FINE PLANTS

20 to 30 inch, \$7.00 per 100; \$60.00 per 1000

15 to 20 inch, \$5.00 per 100; \$40.00 per 1000

RALPH B. LOTT, Eatontown, N. J.

THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade.
With a record of fifty-two years of service.
Practical departments and active committees.
National conventions of inestimable value.

President, Wm. Flemer, Jr., Princeton, N. J.

Unite with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President, A. M. Augustine, Normal, Ill.

Write **CHARLES SIZEMORE, Secretary, Louisiana, Mo.,** for full particulars.

Convention Date: Boston, Mass., July 16, 1929

E. P. BERNARDIN Parsons Wholesale Nurseries

PARSONS, KANSAS

Established 1870

Specialties

Amoor River North Privet, 2 yr.,
2-3 and 3-4 ft., well branched.

Bungei Catalpa, 4½-8 ft. stems.

Lombardy Poplar, 5-6 to 10-12 ft.

Thurlo Willow, 5-6 to 10-12 ft.

Lonicera Bella Albida, 2-3 to 5-6

ft.

Deutzia Pride 2-3 to 5-6 ft.

Forsythia Asst., 2-3 to 4-5 ft.

Tamarix Asst., 2-3 to 5-6 ft.

Purple Wisteria, 2 & 3 yrs.

EVERGREENS—Biotas and Jun-
ipers, in good supply.

Early Harvest B. B. root grown
plants.

Long list of Ornamentals in gen-
erous supply.

SCARFF'S Nursery

Headquarters for
Small Fruit Plants
And Lining Out Stock

Strawberries
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Dewberries
Blackberries
Elderberries
Currants
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Grape Vines
Horseshoe
Asparagus
Rhubarb

Hardwood Cuttings
Iris
Spirea in variety
Privet
Hydrangea P. G.
Mallow Marvel
Barberry Seedling
Peonies
Honeysuckle
Euonymus Radicans
Philadelphus Grand

Our list quotes lowest prices
W. N. SCARFF'S SONS
NEW CARLISLE, OHIO

BOXWOOD

Young's Boxwood and
Evergreens

FOR LINING OUT

My service and stock will please you.

Write for Wholesale Trade List

ROBERT C. YOUNG

Wholesale Nurseryman

GREENSBORO

NORTH CAROLINA

PRIVET and BERBERIS

Splendid Stock

Write for Special Quotations.

LESTER C. LOVETT

Milford

Delaware

Say you saw it in "American Nurseryman"

The Preferred Stock



Thousands of Young Evergreens!

Perk and I have been mighty busy in the propagating de-
partment lately—laying up a big supply of evergreens. These
little trees have increased tremendously in popularity and
we're doing our doggondest to keep abreast of the demand.

We've got a complete assortment of

BIOTA
JUNIPER
RETINOSPORA
TAXUS
ARBORVITAE

(all the standard varieties) in 2½ inch pots ready for nursery
planting next spring. Husky, well established plants with
sturdy fibrous root systems all greenhouse grown from grafts
and cuttings.

Also a fine assortment of evergreens for lining out—from
our thriving seedling department—2 yr. seedlings and 3 & 4
year transplants for Spring shipment.

Yours for Evergreens,

Jack

Jackson & Perkins Company
Wholesale Only
Newark, New York.

T. SAKATA & CO.
Specialists

TREE SEED SHRUB

HERBST BROTHERS
42 South Street
NEW YORK

BECOME A
LANDSCAPE
ARCHITECT

Dignified, Exclusive Pro-
fession not overrun with
competitors. Crowded
with opportunity for money-
making and big fees. \$5,000 to
\$10,000 incomes attained by experts.
Easy to master under our correspond-
ence methods. Credentials awarded. We assist
students and graduates in getting started and
developing their businesses. Established 1916.
Write for information; it will open your eyes.
Do it today!

American Landscape School, 83, Newark, N.Y.

AMERICAN NURSERYMAN should be
regularly on your desk. A business aid.
Bristling with exclusive trade news. Ab-
solutely independent. NOT OWNED BY
NURSERYMEN.

IT COSTS LESS THAN 21 CENTS A
MONTH TO KEEP IN TOUCH WITH THE
TRADE THROUGH A REAL NURSERY
TRADE JOURNAL.

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Arnold Arboretum to Hybridize Plants

Important Phase To Be Undertaken for First Time—Departments of Research and Genetics To Be Established

An important phase of arboretum work, the hybridization of plants, will be undertaken for the first time at the Arnold Arboretum of Harvard University, Jamaica Plain, Mass., according to a statement made public by the Department of Agriculture.

The statement follows:

"A new and larger greenhouse is being erected at the Arnold Arboretum of Harvard University, at Jamaica Plain, Mass. In this greenhouse, which will occupy a site on the South Street side of the arboretum, there will be a laboratory fully equipped for research in pathology and genetics, a workroom for potting, and pits for growing woody plants. The greenhouse will be about 50 feet long. It is to be adjoined by a new Nursery covering about three acres of land.

"A most important phase of arboretum work—hybridization, and the study of living conditions and diseases of plants with a view of improving their inherent qualities—has never been attempted at the Arnold Arboretum because of lack of necessary facilities. Up to the present time the work carried on at the arboretum has con-

sisted mainly of assembling woody plants and trees from all parts of the world, identifying, classifying, and propagating them and exchanging them with other arboreta and Nurseries, and building up a library and herbarium.

"With part of the \$1,000,000 endowment now being raised as a memorial to Charles Sprague Sargent, late director of the arboretum, two departments of research are to be established, one in pathology and one in genetics.

AMERICAN ROSE SOCIETY

Robert Pyle, West Grove, Pa., Secy.

At the recent annual meeting of the American Rose Society many ideas were brought out with reference to promoting the interest in roses. Mr. McFarland told of Nurserymen in North Carolina who planted roses in front of one home in every block free of charge; other homes had to follow suit. A member from Ambler, Pa., referred to the distribution of 1100 flowers to school children and insisted that cooperation with educational centers would stimulate rose growing. President Clark, Charleston, W. Va., referred to the great assistance the newspapers had given in promoting the interest in the rose. Miss Carrie Harrison, Washington, D. C., advocated planting roses along the sides of the fairways on golf courses; not where the players would be annoyed, but where they were bound to be admired by the people on the links.

It seems to be the very general attitude on the part of members of the American Rose Society that instead of having a referendum that reflected the attitude on the part of the inexperienced, they would very much prefer to have a referendum that would indicate the attitude on the part of

expert rose growers from each of the sections represented.

In this connection Capt. George C. Thomas Jr., Los Angeles, Cal., at the recent annual meeting of the society presented a paper on "A Standardized Rose List." He said that the popularity of such lists, as have already been provided was ample evidence of the demand for a standardized rose list that should be made up by experts in various sections of the country and should recommend the roses particularly suited to various sections, it being well understood that a very few are popular throughout all the different zones. Capt. Thomas supported his views very ably and furthermore offered to participate in the expenses of carrying out the idea.

W. K. Hull has established Hull Gardens, a retail business in Ottawa, Kan.

(North Alabama-Grown) LINING OUT STOCK

For the Wholesale Trade Only

We have 100,000 Soft or Silver Maple Seedlings 12/18" and 100,000 Soft or Silver Maple Seedlings 18/24".

We have 20,000 Chinese Poplar 2/3' Fine, 20,000 Lombardy Poplar 2/3' Fine, 10,000 Carolina Poplar 2/3', and lots of other good stock.

It will pay you to get our special quotations.

THE PARK NURSERY CO.
Plevna, Alabama.

NORWAY SPRUCE BLACK HILL SPRUCE ORIENTAL SPRUCE WHITE SPRUCE

Specimens in all varieties up to 5 ft.

BUXUS SEMPERVIRENS

10-12 in.—12-15 in.—15-18 in.

VERY BUSHY AND HEAVY

Can Furnish Same in Carload Lots

Will have several thousand
CUTLEAF WEEPING BIRCH
to offer for Fall and Spring delivery
4-6 ft.; 6-8 ft. sizes

The Independence Nurseries Co.
INDEPENDENCE, OHIO

Silver Maple, 10-12 ft., 1 1/2-2" ..	\$.20
8-10 ft., 1-1 1/2" ..	.15
6-8 ft.10
5-6 ft.05
Am. Arborvitae, 3-4 ft.	1.25
30-36"80
24-30"50

Norway Spruce at Same Price as
American Arborvitae

Silver Hill Nursery
C. E. KELLEY

Newark, New York

90,000 PEACH trees, besides Pear, 1
& 2 yr. Apple, Grape
Vines, Shade Trees, Evergreens. Come and see
before the foliage drops, or ask those who
bought before. Say the word and we'll show
you Quality and Price.
BORLING, MADISON, OHIO

THIS SPACE

\$2.50 Per Month Under Yearly Term
Contract

58 Cents Per Week

Less Than Yearly: \$2.80 Per Month

WE SPECIALIZE On Items Below:

FRUIT TREE SEEDLINGS

APPLE FRENCH PEAR

USSURIENSIS MAZZARD

SHADE TREES

CHINESE ELM (U. Pumila)

Both seedlings and transplants

EUROPEAN MOUNTAIN ASH

AMERICAN ELM

CATALPA BUNGEI

PRUNUS TRILOBA

THORN, Pauls Double Scarlet

WALNUT, American Black

WALNUT, California Black

PEAR 2 yr. 11-16

BARTLETT B. BOSC

FLEMISH BEAUTY SECKEL

SHRUBS & VINES Leading Varieties

WASHINGTON NURSERY COMPANY

TOPPENISH, WASH.

Bolling Farms Nurseries Growers

**ORNAMENTAL SHRUBS,
BROAD LEAVED EVERGREENS,
PRIVET, VINES, POPLARS,
ARBORVITAE**

And other conifers.

Catalog and list of our offerings will be
sent upon request.

Bolling, Alabama, Dept. B

W. T. HOOD & CO. OLD DOMINION NURSERIES

Richmond, Virginia

We offer for Fall 1928 and Spring 1929:

A General Assortment of

EVERGREENS

Several Times Transplanted

Four and Five Years Old

PINK FLOWERING DOGWOOD, LOMBARDY
POPLARS, SILVER MAPLE, CATALPA BUN-
GEI, AZALEA HINEDEGIRI, CLEMATIS PAN-
ICULATA, 75,000 ASSORTED SHRUBS, CALI-
FORNIA and AMOOR RIVER PRIVET.

Also a COMPLETE LINE OF FRUIT TREES.

Sample submitted on request.

SEND US YOUR LIST FOR QUOTATIONS

ULMUS PUMILA

SIBERIAN ELM (D. Asiatic Elm)

Seedlings and Shade Trees

Ask for Illustrated Circular and Price List.
Can use some nursery stock in exchange.

HOME NURSERY COMPANY
RICHLAND, WASH.

PECAN TREES

CAR LOTS our specialty, but we accept
orders from nurserymen for any number
of trees. Also have Satsuma Orange trees.

Simpson Nursery Co.

Monticello, Fla. Established 1902

SPIREA VANHOUTTE

2-3 ft., 3-4 ft., and 4-5 ft. in quantities.

HYDRANGEA ARBORESCENS

18-24 in. and 2-3 ft.

HYDRANGEA PAN. GRAND.

18-24 in. and 2-3 ft.

**BERBERIS THUNDERBOL, CALIFORNIA
PRIVET, and all other SHRUBS in a good
assortment.**

WISC. WEEPING WILLOWS

6-8 ft. and 8-10 ft.

FRUIT TREES, GRAPE VINES, and

SMALL FRUIT PLANTS

"WEST has the BEST"

T. B. WEST & SONS

PERRY, OHIO

COLOR PLATES

Floricultural Illustrating Co.
800 North Clark Street CHICAGO

RECOGNIZED AUTHORITIES ON FLOWERS,
FRUIT AND VEGETABLE ART



CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your 1929 catalog. Glad to send you samples without obligation.

The L. W. Ramsey Company
Advertising for Nurserymen
430 Union Bank Bldg. Davenport, Iowa



ROSES

Field Grown
Winter
Harvested

Our No. 1½ (Medium) Grade very attractive at the price.

Write for List showing 3 Grades.

HOWARD ROSE CO.
Hemet, California

HEAVY, TRANSPLANTED Surplus Nursery Stock

	Per 100
1000 Spirea Thunbergi, 3-4 ft.	\$35.00
750 Redtwig Dogwood, 5-6 ft.	35.00
2000 Regal's Privet (True), 3 ft.	25.00
4500 Wh. Tartarian Honeysuckle, 5-6 ft.	25.00
500 Indian Current, 3-4 ft.	20.00
500 American Plum, 6-8 ft., bushy	50.00

All of the above stock will produce an immediate landscape effect.

Truck and Carlot Orders Packed Free
Packing otherwise, charged at cost.

Westcroft Gardens

GROSSE ILE, WAYNE CO., MICH.
Ask for list of Perennial and Rock Plants

300 Acres in Nursery Stock

25 YEARS IN NURSERY BUSINESS

We specialize in Pecan Trees but grow a general line of Nursery stock. Introducers of the Mahan Pecan.

MONTICELLO NURSERY CO.
Monticello, Fla.

Established 1868
Leading European Forest Tree Seed House
A. GRUNWALD, Wiener-Neustadt, Austria
Member A. A. N.
Small lot of Picea omorica seeds and plants true to name available.
Test your seeds! Practical seed testers, \$2 each

A DEPENDABLE DIGGER

at a reasonable price

Write for a descriptive circular and prices

"Yours for growing satisfaction"

NEOSHO NURSERIES, Neosho, Missouri

SHADE TREES

In car load lots or less. First class stock at a price to move it.

	Per 10	Per 100		Per 10	Per 100
Catalpa Bungei, 3-4 ft. Stems	\$ 5.00	\$ 45.00	Poplar, Carolina, 6-8 ft.	\$ 2.50	\$ 20.00
" " 4-5 ft. "	6.50	60.00	" " 8-10 ft.	3.50	30.00
" " 5-6 ft. "	8.00	75.00	" " 10-12 ft.	4.50	40.00
Elm, American, 6-8 ft.	6.50	65.00	Poplar, Lombardy, 6-8 ft.	2.50	20.00
" " 8-10 ft.	9.00	85.00	" " 8-10 ft.	3.50	30.00
Maple, Norway, 6-8 ft.	14.00	125.00	" " 10-12 ft.	5.00	45.00
" " 8-10 ft.	20.00	175.00	Poplar, Tulip, 6-8 ft.	8.00	75.00
Maple, Silver, 6-8 ft.	3.50	30.00	" " 8-10 ft.	10.00	85.00
" " 8-10 ft.	4.50	40.00	Willow, Weeping, 6-8 ft.	5.50	50.00
" " 10-12 ft.	6.50	60.00	" " 8-10 ft.	6.50	60.00

SPECIAL—Mazzard Cherry Seed, 45 Cents Per Pound

TITUS NURSERY COMPANY
WAYNESBORO, VIRGINIA

HYDRANGEA PANICULATA GRANDIFLORA

True Type

STRONG ROOTED LAYERS—SUPERIOR TO FRAME CUTTINGS

	Per 1000	10,000
Heavy	\$40.00	\$350.00
Medium	35.00	300.00
Light	25.00	225.00

TRANSPLANTS

From last year's layers 70.00

J. W. ADAMS NURSERY COMPANY
SPRINGFIELD, MASS.

THE ROSE FARM

Incorporated
White Plains, New York

High quality, field
grown, budded ROSES

PEACH TREES

The Finest Block of Top Notch
Trees in America

Extremely Attractive Prices will be
made on orders for Car Load Lots.

200,000 Trees

Embracing all the leading varieties

You Want 'Em—We Have 'Em
WRITE US

Bountiful Ridge Nurseries

Princess Anne, Md.

Member of American Association of Nurserymen

The Westminster Nursery

Westminster, Md.

Offers in carload lots or less:

CALIFORNIA PRIVET
One and two year grades
ASPARAGUS AND RHUBARB
One and two year grades
SHRUBBERY AND PERENNIALS
In excellent assortment
EVERGREENS

A large supply of Thuja Pyramidalis,
also lining out stock.

Attractive prices will be quoted. Send
us your want list.

AMERICAN NURSERYMAN, Chief Exponent,
twice a month \$2.50 per year. Three years, \$6.
Canada, abroad, 50c extra per year.

GRAPE VINES

Concord 2 yr. No. 1 and 1 yr. All varieties
of Strawberry plants including Mastodon. Also
Cumberland B. R.; Cuthbert, King, St. Regis
R., and Eldorado B. B., root cuttings and sucker
plants.

ESSIG NURSERY

BRIDGMAN, MICHIGAN

Peach Pits

The Howard-Hickory Co.
HICKORY, N. C.

NEW PLATE BOOKS

Nursery Salesmen should procure new
books and folders with which to take or-
ders the season now beginning. We now
make a more beautiful landscape book
than ever before and also have added new
shrub, perennial and evergreen views to
our sets. We use hand colored photo-
graphs and the prices are reasonably low.

PLAN SERVICE

We offer to the nurserymen a splendid
plan service. We will draw individual
plans from your specifications. Prices are
low to the trade; you will profit from the
fine blue prints provided, our prompt ser-
vice and the special low prices. Plans for
all types are prepared, simple or elaborate,
from porch planting to complete founda-
tion, schoolhouse, subdivision or park.
Further particulars and catalog sent upon
request.

B. F. CONIGISKY,
Hamilton St. Peoria, Ill.

SPECIAL NOTICE

We want to sell you Pecans, Japan
Persimmons, Roses, Fruit Trees,
Shrubs and Evergreens, Cedrus De-
odora, 2-3 ft. and 3-4 ft. and other
kinds.

Write us for prices.

Commercial Nursery Co.
NICHOLSON BROTHERS, Proprietors.
DECHERD, TENNESSEE

3 MILLION 2 YR. NO. MINN. EVERGREENS

Abies douglasii	\$3.50	\$25.00
Am. arbor vitae	2.50	15.00
Juniperus Virg. Platte River 1 yr.	3.00	20.00
Picea albertina	3.00	20.00
Picea excelsa	1.00	5.00
Picea pungens glauca	2.00	10.00
Pinus austriaca	2.00	15.00
Pinus mughus	2.00	15.00
Pinus ponderosa	2.50	15.00
Pinus sylvestris	1.50	8.00
Many other varieties and sizes.	List free.	

L. Mosbek FERNDAL NURSERY Askov, Minn.

JOSEPH S. MERRITT

Hydrangea Specialist

COLGATE, BALTIMORE, MD.

NEW YORK NURSERYMEN'S ASSOCIATION

C. J. Maloy, Rochester, N. Y., Secy.

Annual Meeting Jan. 9-10

Annual meeting of the New York State Nurserymen's Association will be held at the Hotel Seneca, Rochester, Jan. 9-10, 1929.

These annual meetings have been growing in importance, evidence of which is the large attendance not only from New York State, but from all over the country.

The committee in charge promise a program fully as interesting and instructive as last year. Nurserymen everywhere are cordially invited.

Advice To Planters

By Jim Parker, Nurseryman and Horticulturist—Dry Weather Planting

Jim Parker, Pres. Oklahoma Horticultural Society and prominent Nurseryman, gives this advice to planters of Nursery stock:

A great many people wait for rain before planting the Nursery stock delivered to them in November. Others wait for rain before ordering stock for spring planting. This is a mistake. Trees properly planted in dry weather will make just as good a stand as if planted in wet weather.

In planting the trees, dig the hole six to twelve inches deeper and broader than is necessary to receive the roots in their natural position. Fill in the bottom of the hole with well-pulverized surface soil. Set the tree in on top of this soil so that when planted, it will not be more than one or two inches deeper in the ground than it grew in the Nursery.

Use surface soil and work it carefully around the roots until the hole is filled level. Then pack the dry soil as firmly as you can with your foot, heavy mallet or spade. You cannot pack this dry soil too firmly. Pour on enough water to wet thoroughly all the soil which you have placed about the roots of the tree. Then place additional loose surface soil around the tree until it is filled up three or four inches above the level. Do not pack the soil after watering. The packing of the dry soil and heavy watering cements and re-establishes the circulation of the moisture with the surrounding earth, so that the tree will remain in good condition even though there should be no rainfall or additional watering for two or three months.

SPECIAL

A Loose Leaf

PLATE BOOK

At the Price of a Map

80 COLORED PAGES

Special Sample Price \$2.00

PROCESS COLOR PRINTING CO.

Formerly CHRISTY, INC.

Searle Bldg. ROCHESTER, N. Y.

"We Ship 'Em Quick"

HARDY SHRUBS, ROSES, PRIVETS, FRUIT TREES, GRAPE VINES AND SHADE TREES. CUT LEAF WEEPING BIRCH, A SPECIALTY.

Champion Nurseries
PERRY, OHIO

BROADLEAF EVERGREENS, TREES AND SHRUBS

First class collected stock
Rhododendron Maximum and Mountain Laurel 2-4 ft. 25 \$4.00, 100 \$15.00. Clumps 18-28 in. 25 \$12.00, 100 \$50.00, carload \$125.00. Hemlock and Holly trees 2-3 ft. 25 \$4.00, 100 \$15.00. Seedlings of all above stock 8-18 in. 100 \$6.00, 1000 \$50.00.
J. F. NORRIS & BRO., Doeville, Tenn.

IT COSTS LESS THAN 21 CENTS A MONTH TO KEEP IN TOUCH WITH THE TRADE THROUGH A REAL NURSERY TRADE JOURNAL.

Advertising Folder in Color

There has long been need for an advertising folder in color for the Southern Nurserymen, says the Southern Florist. Henry Chase has had this matter under advisement for the Southern Nurserymen's Association for some time, but to our knowledge nothing definite has yet been done.

One of the chief difficulties is of course the varieties to be used. The South has such variations of climate from Florida through Alabama, Louisiana, Mississippi to Texas that no two Nurserymen select the same ones. However, there surely must be a half dozen, possibly even ten, which can be agreed upon. That is enough.

Fraser Nurseries list the following six: Abelia, Cape jasmine, Carolina cherry-laurel, Japanese euonymus, golden Japanese privet, evergreen hawthorn. Among other good items are the glossy privet (L. lucidum), the mahonias, photinia, and pyracantha.

Having selected the varieties, the next thing to be gotten is the photographs. The anomaly is that all of the catalog printers are in the north where most of these plants are not hardy. That is the chief reason nobody has ever got out a folder before this.

Probably the best way of handling the situation would be for a joint committee of the Southern and Southwestern Nurserymen's Associations to take charge of the matter. These men would select the most likely varieties.

The rounding out of 25 years as secretary of the Pacific Coast Association by Secretary C. A. Tonneson, at the 1928 convention in July in Seattle, was marked by the presentation to Mr. Tonneson of a large cake with 25 burning candles and a leather-bound book with imprint in gold on cover, containing the names of the 138 members of the association; also a gold purse of \$138 from the membership.

Are you preserving your copies of the AMERICAN NURSERYMAN? They are of unequalled historic value. An index for each volume.

We Will Mail TRADE CIRCULARS PRINTED MATTER

Addressed to

"AMERICAN NURSERYMAN" LISTS

Your Mailing Problem Solved

The AMERICAN NURSERYMAN mailing lists are declared to be the most accurate in existence—the result of years of compilation and hourly revision to keep them up to date. Directory lists are necessarily incomplete and out of date. They are postage-killers.

A SUPERIOR DIRECTORY SERVICE

Send us your Trade Circulars, Price Lists, Bulletins, etc., for mailing out to our comprehensive lists of Nurserymen of U. S. and Canada, in any lots from 1,000 to 5,000 in certain states or sections if desired, at following rates:

	Per M
Lists rental	\$4.00
Addressing	3.50
Folding per fold75
Stamping	1.00
Mailing (single inclosure)	2.00
(Each additional inclosure \$1 per M)	

Cash in advance required for postage stamps or other material supplied by us

Matter may be sent to us folded; Government stamped envelopes may be used; thus eliminating folding and stamping costs at this end.

Exclusive, Comprehensive Lists. Time-Saving. Your Mailing Problem Solved.

AMERICAN FRUITS PUB'G. CO.
P. O. Box 124 Rochester, N. Y.

WANTED AND FOR SALE

Nursery For Sale

Nursery farm in southern Ohio, of 150 acres rich land. Located on best highway in state, and draws trade from three cities and a number of good towns. Only business of its kind in the section. Farm can be bought on liberal terms, and good-will of present owners goes with the sale. Business of \$10,000.00 from customers who drive to the yard for plants. Everything convenient. Good reason for selling. If interested, write "Dealer," care "American Nurseryman, Rochester, N. Y."

Position Wanted

By married man, 42, with some 20 years, experience in Landscape, Agency and Wholesale; desires to locate with a progressive firm in New York State. Has made good in present position but reached his limit with present employer. Wholesale preferred. Available January 1st or before. Address B-108, "American Nurseryman," Rochester, N. Y.

LANDSCAPE SALESMAN WANTED

We need a man who has a thorough knowledge of landscape gardening who can sell to high class city trade. Middle aged married man preferred. This is a year round permanent position and real opportunity for right man. Address B-106, American Nurseryman, Rochester, N. Y.

WANTED SALESMAN

For large Pacific Northwest Nursery. One who is a closer, with knowledge of Landscape Gardening, to sell high class evergreen Ornamental Nursery Stock. Excellent opportunities. Address B-105—American Nurseryman, Rochester, N. Y.

MISCELLANEOUS

FOR SALE

STOCK FOR SALE

Fifty acres of leading varieties of peonies. Visit us in May. Phil Lutz Peony Farms, Boonville, Ind.

Berberis Thunbergii seed. Fresh harvested berries, \$1.00 per lb., postpaid. Cash. Clifford A. Haley, Yellow Springs, O.

Norway Maple, 8'-10'. Norway Maple Seedlings, 12"-18" and 18"-24". Frank G. Long, New Carlisle, Ohio.

WANTED

HELP WANTED

Landscape Architect: A growing company near Boston is looking for a young man, college trained in landscaping. Several years practical experience in landscape work or business would be valuable. Please give detailed information in application. B-107, "American Nurseryman," Rochester, N. Y.

BOOKS

BAILEY'S STANDARD CYCLOPEDIA OF HORTICULTURE, 3 vols. Illustrated. Fully indexed. 2639 pages. Indispensable for horticultural reference. The standard authority everywhere. Sold only in complete sets. Price \$35 per set. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

LIST OF 119 BOOKS on Horticultural subjects covering Nursery, Greenhouse, Field, Ornamental and Fruit Stock, Vines, Insecticides, Spraying, Landscaping, Diseases, Insects, Orchards, Gardens. Seven books on Landscape Gardening. List sent on request. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

NOTICE

To all American Nurserymen and Seedsmen desiring to keep in touch with commercial horticulture in England and the continent of Europe. Your best means of doing this is to take in the

HORTICULTURAL ADVERTISER

Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novelties, etc. Paper free on receipt of \$1.50 covering cost of postage yearly. As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trade.

Established 1883

H. A. LTD., Loddham, Nottingham, Eng.

Onarga Nursery Co.

Largest Source of Supply in the Central West

	Per 1000
Catalpa Bungei 2 yr. heads	\$500.00
Simonds Poplar 10-12'	300.00
Cornus Siberica Alba 4-5'	150.00
Cornus Lutea 3-4'	140.00
Honeysuckle Bush 3-4'	140.00
Lilac Purple 2-3'	150.00
Spirea Thunbergel 2-3'	120.00
Spirea Van Houttei 2-3'	100.00
Spirea Van Houttei 3-4'	150.00
Weigela Eva Rathke 18-24"	150.00
Weigela Eva Rathke 2-3'	200.00

Send us your want list. We can often quote a lower price on stock we have in heavy surplus. New Fall Wholesale list now ready.

CULTRA BROS., Mgrs.

ONARGA, ILLINOIS

Wayside Gardens

HARDY PERENNIAL PLANTS
EXCLUSIVELY

Write for Trade List.

THE WAYSIDE GARDENS COMPANY
MENTOR, OHIO



Huntsville Grown

Shrubs, Roses

Fruit and Shade Trees

Thoroughly Matured

Weather and soil make ideal digging conditions.
When in need of good stock and prompt shipment, call on us. We will be mighty glad to serve you.

The Huntsville Wholesale Nurseries, Inc.,

1872

HUNTSVILLE, ALABAMA

1928

SOMETHING NEW In Butterfly Bush

BUDDLEIA LINDLEYANA—In many ways superior to the common Magnifica. More upright in growth; smaller, clean-cut foliage. Resembles privet. Flowers are violet-blue. A comer—watch it.

FALL TRADE LIST will be in the mails early in September. We aim to have your name on our mailing list but sometimes we err. Tell us if we do.

A. WILLIS & COMPANY

Wholesale Nurserymen

OTTAWA, KANSAS

Branch Managers Wanted

We desire to engage competent Branch Managers in the following territories:

Connecticut
Delaware
Maryland
New Jersey
Georgia
Virginia

Present Managers earn over \$10,000 annually

Lewis & Valentine Company
of New Jersey

Largest Landscape Organization

47 West 34th Street

New York, N. Y.

Vincennes Nurseries

W. C. REED & SON

VINCENNES, IND.

Announcements

For Fall 1928 and Spring '29

CHERRY—One year, in car lots or less
Both Sweets and Sours

CHERRY—2 year—all grades
Limited amount of both Sweets and Sours

PEAR and PLUM—XX & 11/16 leading varieties

TURLEY APPLE Trees—One year Buds, 4 to 6 ft.

Hardy Cut Fern, Galax, Leucothoe, etc. ORNAMENTAL SHRUBBERY

See Our Price List

Fancy and Dagger Fern, case 5000.....	\$ 6.00
Galax Leaves, large and fine, case 10,000.....	7.50
Green Leucothoe Sprays, 20" to 30", case 3000.....	10.00
Green Leucothoe Sprays, 14" to 20", case 3000.....	8.00
Green Leucothoe Sprays, 8" to 14", case 5000.....	7.50
Bronze Leucothoe and Galax, hardly ready yet	
Rhododendron and Hemlock Sprays, bale 25 lbs.....	1.00
Holly Sprays, well berried, case 25 lbs.....	5.00
Holly Sprays, well berried, case 50 lbs.....	9.00
Sheet Moss, natural green (fine) bag 15 lbs.....	1.00

TERMS: 10% discount for cash with order.

Charge accounts only with rated firms.

Reference: The Avery County Bank, of this place.

SKY-LAND NURSERIES, NEWLAND, N. C.

Source of **RELIABLE** Nursery News
Is the Nursery Trade Journal

Exclusively for Nurserymen

Those who are content
with a side issue
Get side issue results

The only publication in America devoted to the Nursery Trade in general as a Main Issue is the

AMERICAN NURSERYMAN

Hill's Evergreens

Are you keeping up with the changing times with regard to evergreens? The demand for evergreens is continually growing. Your customers want new, fancy varieties. From Hill's you can obtain the best. Wide assortment, plenty of sizes, all produced by experts under ideal growing conditions. **STOCK YOU CAN DEPEND UPON.**

- Grown by the largest evergreen growers in America.
- Produced by experts with 70 years' experience as evergreen specialists.
- Raised under ideal conditions of soil and climate.

Hill Evergreens are by far the cheapest you can buy, measured in results and satisfaction. We can ship now or reserve stock for Spring.

GRAFTED EVERGREENS FOR SPRING DELIVERY

	Per 100
Juniperus chinensis pyramidalis blue.....	\$65.00
Juniperus chinensis pyramidalis green.....	50.00
Juniperus sargentii green.....	50.00
Juniperus japonica nana.....	80.00
Juniperus virginiana elegantissima.....	75.00
Juniperus virginiana glauca.....	75.00
Juniperus virginiana canariensis.....	45.00

SELECTED ITEMS FOR LANDSCAPE WORK (The following are xxx B&B)

	Each	Each
	per	per
	10	100
Juniperus chinensis pfitzeriana.....2 1/2-3'	\$4.00	\$3.50
Juniperus chinensis pfitzeriana.....3-3 1/2'	4.50	4.00
Juniperus chinensis pfitzeriana.....3 1/2-4'	5.50	5.00
Juniperus chinensis pyramidalis blue.....3-4'	4.75	4.50
Juniperus chinensis pyramidalis green.....3-4'	4.75	4.50
Juniperus communis depressa.....1 1/2-2'	1.75	1.65
Juniperus communis depressa.....1 1/2-2'	1.50	1.40
Juniperus communis depressa.....2-2 1/2'	2.25	2.00
Juniperus communis depressa.....3-4'	2.75	2.65
Juniperus scopulorum.....2-3'	2.50	2.40
Juniperus virginiana.....3-4'	3.25	3.00
Juniperus virginiana.....4-5'	4.25	4.15
Juniperus virginiana.....5-6'	6.00	5.75
Juniperus virginiana canariensis.....4-5'	5.25	5.00
Juniperus virginiana glauca.....4-5'	5.25	5.00
Juniperus virginiana glauca.....5-6'	7.50	7.25
Picea canadensis.....3-4'	3.00	2.90
Picea canadensis.....4-5'	4.00	3.90
Picea canadensis albertiana.....3-4'	4.00	3.75
Picea pungens (Blue).....2 1/2-3'	7.50	7.25
Picea pungens (Blue).....3-3 1/2'	9.00	8.75
Picea pungens (Blue).....1-1 1/2'	1.50	1.40
Pinus mughus.....1 1/2-2'	2.25	2.15
Pinus nigra.....2-2 1/2'	2.00	1.90
Pinus strobus.....3-4'	2.50	2.40
Pinus sylvestris.....2-3'	1.15	1.00
Pinus sylvestris.....3-4'	1.25	1.15
Pseudotsuga douglasii.....2-3'	2.00	1.90
Pseudotsuga douglasii.....3-4'	3.00	2.90
Thuja occidentalis.....3-4'	1.65	1.50
Thuja occidentalis.....4-5'	3.00	2.50
Thuja occidentalis pyramidalis.....2-2 1/2'	1.50	1.40
Thuja occidentalis pyramidalis.....2 1/2-3'	1.75	1.65
Thuja occidentalis pyramidalis.....3-3 1/2'	2.50	2.40
Thuja occidentalis woodwardi.....12x15'	.85	.75
Thuja occidentalis woodwardi.....15x18'	1.00	.90
Tsuga canadensis.....2-2 1/2'	2.25	2.15
Tsuga canadensis.....2 1/2-3'	3.25	3.15
Tsuga canadensis.....3-3 1/2'	3.75	3.65

ASSORTED BIOTAS

These trees have been transplanted once and are one year, much superior to new cuttings.

	Each	Each
	Per	Per
	100	1000
Thuja orientalis conspicua.....4-6"	20c	...
Thuja orientalis aurea nana.....4-6"	13 1/2c	12 1/2c
Thuja orientalis aurea nana.....6-8"	15c	14c
Thuja orientalis aurea nana.....8-10"	25c	24c
Thuja orientalis bonita.....4-6"	13c	12c
Thuja orientalis compacta.....4-6"	13c	12c
Thuja orientalis compacta.....6-8"	15c	14c
Thuja orientalis pyramidalis.....6-8"	15c	14c
Thuja orientalis pyramidalis.....8-10"	17 1/2c	16 1/2c
Thuja orientalis pyramidalis (Baker's).....4-6"	13c	12c
Thuja orientalis pyramidalis (Baker's).....6-8"	15c	14c
Thuja orientalis pyramidalis (Baker's).....8-10"	17 1/2c	16 1/2c

Each x indicates one transplanting. B&B signifies balled and burlapped. 50 of the same size and variety at 100 rate. Send for trade list, which lists complete assortment of evergreens for lining out as well as larger grades. "CONIFER COMMENTS" is the name of a 70-page booklet on the planting and culture of evergreens, containing a large amount of valuable information about evergreens. Sent upon receipt of 10 cents in stamps.

TWICE TRANSPLANTED EVERGREENS (Not balled and burlapped)

Here is an opportunity to obtain an assortment of trees in good sizes at a comparatively cheap price. Everything is well-rooted, suitable for handling without ball.

	10-12"	\$40.00
Abies concolor.....5-10"	15.00	
Juniperus chinensis.....10-12"	25.00	
Juniperus chinensis.....10-12"	30.00	
Juniperus chinensis pfitzeriana.....10-12"	35.00	
Juniperus communis depressa.....12-15"	50.00	
Juniperus communis depressa.....8-10"	30.00	
Juniperus sabina.....10-12"	40.00	
Picea canadensis.....10-12"	20.00	
Picea canadensis.....12-18"	25.00	
Picea excelsa.....10-12"	13.50	
Picea excelsa.....12-18"	16.50	
Pinus mughus.....8-10"	37.50	
Pinus nigra.....10-12"	25.00	
Pseudotsuga douglasii.....10-12"	20.00	
Thuja occidentalis.....12-15"	20.00	
Thuja occidentalis.....18-24"	25.00	
Thuja occidentalis.....2-3'	35.00	
Thuja occidentalis globosa.....8x8"	30.00	
Thuja occidentalis pyramidalis.....12-18"	40.00	
Thuja occidentalis pyramidalis.....18-24"	50.00	
Thuja occidentalis pyramidalis.....24-30"	75.00	
Thuja occidentalis woodwardi.....10-12"	40.00	
Tsuga canadensis.....10-12"	40.00	
Tsuga canadensis.....12-18"	50.00	

SMALL BALLED AND BURLAPPED SIZES FOR LINING OUT

Many customers who have tried this class of stock find it more economical for lining out purposes than the smaller grades. While the cost of the stock is considerable more, trees are produced in salable sizes within two to three years.

(The following are xx B&B stock)

	Per 10	Per 100
Abies concolor.....10-12"	\$10.00	\$ 90.00
Juniperus chinensis.....10-12"	6.00	50.00
Juniperus chinensis pfitzeriana.....10-12"	9.00	75.00
Juniperus communis depressa.....1-1 1/2'	10.00	90.00
Juniperus communis suecica.....10-12"	8.50	75.00
Juniperus excelsa stricta.....10-12"	10.00	90.00
Juniperus horizontalis douglasii.....10-12"	12.50	115.00
Juniperus japonica.....10-12"	11.50	100.00
Juniperus sabina.....10-12"	8.50	75.00
Juniperus sabina horizontalis.....10-12"	12.50	115.00
Juniperus sabina tamariscifolia.....10-12"	12.50	115.00
Juniperus virginiana.....1-1 1/2'	12.50	115.00
Juniperus virginiana glauca.....1-1 1/2'	12.50	115.00
Juniperus virginiana Kosteri.....1-1 1/2'	12.50	100.00
Picea canadensis.....1-1 1/2'	7.50	65.00
Picea excelsa.....1-1 1/2'	5.00	40.00
Picea pungens (Green).....1-1 1/2'	8.50	75.00
Pinus mughus.....8-10"	7.00	60.00
Pinus nigra.....1-1 1/2'	9.00	75.00
Pinus sylvestris.....1-1 1/2'	5.00	40.00
Pseudotsuga douglasii.....1-1 1/2'	7.50	65.00
Thuja occidentalis.....1-1 1/2'	6.00	50.00
Thuja occidentalis pyramidalis.....1-1 1/2'	8.50	75.00
Thuja occidentalis wareana.....1-1 1/2'	10.00	90.00
Thuja occidentalis woodwardi.....10-12"	7.50	60.00
Tsuga canadensis.....1-1 1/2'	8.50	75.00

THE LEADING DWARF EVERGREEN

HILL MUGHO PINE

Genuine True Dwarf Type

Always in good demand for high-class landscape work. Establish an ample supply of these desirable evergreens in your nursery this year. There is a heavy demand in all classes of trade for Mugho Pine. Here is your opportunity to purchase stock of the highest quality at new low prices.

Shipments made either in Fall or Spring. All stock carefully dug, properly graded and guaranteed to be first-class in every way. Under favorable growing conditions, these trees will make salable plants for the retail trade in two years, when they will be worth from three to four dollars each.

	Per 100	Per 1,000	Per 10,000
4-6 inch xx, Twice Transplanted, 11c ea.	10c ea.	8c ea.	
6-8 inch xx, Twice Transplanted, 14c ea.	13c ea.	11c ea.	

D. HILL NURSERY Co.

EVERGREEN SPECIALISTS - LARGEST GROWERS IN AMERICA

BOX 402

DUNDEE ILL.

